

Ministry of Tourism



Ministry of Tourism Convenes State Tourism Ministers' Meet in Udaipur to Propel "One State: One Global Destination" Vision

Landmark consultation sets the stage for developing 50+ globally benchmarked tourist destinations across India, driven by private investment and performance-linked incentives

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The Ministry of Tourism successfully concluded a two-day State Tourism Ministers' Meet today in Udaipur. The landmark event, held from October 14-15, brought together Tourism Ministers and senior officials from all States and Union Territories to chart a collective course for transforming India's tourism landscape.



The meeting served as a pivotal platform to advance the Prime Minister's vision of "One State: One Global Destination," a cornerstone initiative announced in the Union Budget 2025-26. The vision aims to develop at least one globally benchmarked tourist destination in every State and UT, aligning with India's broader Viksit Bharat roadmap.

The inaugural session featured opening remarks by Ms. V. Vidyavathi, Secretary (Tourism), followed by an address by Union Minister of Tourism & Culture, Shri Gajendra Singh Shekhawat. In his address, Shri Shekhawat emphasized the need for collaborative federalism and a unified approach between the Centre, States/UTs, and the private sector to realize this ambitious vision.

"This meeting marks a defining moment for Indian tourism," said Shri Gajendra Singh Shekhawat. "By pooling our resources, expertise, and vision, we are committed to creating a portfolio of destinations that not only showcase India's incredible diversity but also compete on a global scale in terms of experience, infrastructure, and sustainability."



Over the two days, the meeting focused on detailed stakeholder consultations on the twin strategies of Destination Development and Destination Management. State and UT Ministers presented their vision and concepts for developing iconic destinations, aligned with the two key pillars of the national tourism transformation agenda:

1. Development of 50 Destinations: Focusing on private sector-led tourism hub development.
2. Providing Performance Linked Incentives (PLI): Introducing a novel PLI-based Destination Maturity Model to incentivize and reward high standards of destination management.

The presentations were organized regionally, with each State/UT showcasing one potential destination for development as a global attraction. The second day featured a focused consultation on the draft Integrated Tourism Promotion Scheme Guidelines, aimed at positioning India as a holistic tourism destination in domestic and international markets.



The meeting concluded with closing remarks by Shri Suman Billa, Additional Secretary & Director General (Tourism), who delivered a vote of thanks. He acknowledged the invaluable inputs from all stakeholders and reaffirmed the Ministry's commitment to incorporating this feedback into the final design and rollout of the proposed schemes.



This collaborative consultation marks a significant stride towards creating a vibrant, sustainable, and globally competitive tourism ecosystem in India, driving economic growth and job creation across the nation.

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